



## **Thayer Street District Management Authority Board of Directors Meeting**

Tuesday, August 2, 2016

### **MEETING MINUTES**

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:05 AM.

#### **1. Roll Call**

Directors: Dean Martineau, Chair; Paul Greisinger; Albert Dahlberg, Susan Mardo; Steve Lewinstein; Lauren Berk; Amanda Giessler; David Everett & Donna Personeus, Executive Director.

Ex officio members: David Shwaery; Edward Bishop

Guests: Katie Silberman, Brown University; Kelly Mitchell, Brown University DPS Police Officer; Fred Flori, RISD Facilities & Grounds; Ms. Moretti, CM Communications; Ms. Kelly, Nickerson PR

Absent: John Luipold

#### **2. Discussion and Vote on the Board Meeting Minutes from July 12, 2016**

Minutes from the July 12, 2016 Board meeting were approved after a motion by Mr. Greisinger, which was seconded by Mr. Dahlberg. The vote was unanimous by all attending Board members.

#### **3. Discussion and Vote on Financial Report as provided on August 2, 2016**

The Financial Reports for FY 2016 were presented August 2, 2016, and approved after a motion by Ms. Berk which was seconded by Mr. Dahlberg. The vote was unanimous by all attending Board members.

The Financial Reports for were presented August 2, 2016, and approved after a motion by Mr. Greisinger which was seconded by Ms. Berk. The vote was unanimous by all attending Board members.

#### **4. Branding & PR Proposal Presentation**

**Presenters: Lori Moretti of CM Communications and Bridget Kelly, of Nickerson PR**

Ms. Moretti and Ms. Kelly summarized their first presentation to the Board in May 2016 for the new members. They explained their plan would be tailored to the unique needs of the Thayer District. The discovery process would create a plan that would define success for the Thayer Street District, and address the unique issues to overcome: leasing vacant space, increasing merchant sales, implementation of special district offers (i.e. happy hour packages, engaging with the local community - getting them (residents, students, travelers, B2B to buy in), public perspective and public education. They would build and implement plans to drive business for each target market decided upon during the discovery process. CM/Nickerson spoke of designing a mobile app to engage students, crafting messages for each market and working directly with the district merchants. There was a discussion on how to pay for the plan and

implementation. The answer given was creating sponsorships, securing grant funds, and special buy in programs (i.e. sell ads space on website). Ms. Moretti and Ms. Kelly stated the discovery session phase would include defining the Thayer Street District, what is it and what should it be, dealing with the area and not just the street, and organizing with all the local institutions. They would define what the objectives should be, create a clear vision coming out of the gate, define target group and their goals, create parallel tracks for each target groups (real estate, restaurants, retail, etc) and how we would work together to achieve the goals.

#### **5. Business Proposal Presentation for new tenant WOW BBQ at 183 Angell Street**

This presentation has been rescheduled for the October 2016 meeting

#### **6. Chairman's Report**

Mr. Martineau spoke to the increase in graffiti that Thayer Street has been experiencing and introduced Fred Flori from RISD Facilities and Ground Department, stating it was his hope that RISD would become more of a stakeholder in the Thayer District. Mr. Flori informed the Board that RISD and Brown had caught a graffiti tagger and have video footage of the crime on RISD property, and that both RISD and Brown would be prosecuting. Mr. Flori also reported that RISD is currently trying a new product that creates a film on surfaces. When tagged, the surface can be sprayed with water and it will dissolve, removing the graffiti with it.

#### **7. Executive Director Report**

Ms. Personeus reported that she emailed her Executive Director report on July 6, 2016 to each Board member. There was not a request to add any items for further discussion to the agenda for today's meeting.

Ms. Personeus reported that during her meeting with the PWCVB, she was given a sample illustrated map rack card and thought a similar card would be a good solution for the Thayer Street District. She presented a copy for the Board to review. Ms. Personeus stated that she would create a card for the Board to review at a future meeting. She also reported that during the meeting she was given the opportunity to have a Press Tour of Thayer Street with the representatives of the PWCVB's NYC PR firm Lou Hammond Group in August, which she accepted.

Ms. Personeus presented the finished prototype of the Thayer Tree Well Plaque for the Board's approval. The Thayer Tree Well Plaque prototype was approved after a motion by Ms. Berk, which was seconded by Greisinger. The vote was unanimous by all attending Board members.

#### **8. BigBelly Ad Panel Project Cost Discussion and Vote**

Ms. Personeus reported she was attempting to coordinate schedules of the committee so that a meeting could take place. She was still waiting to hear back from some committee members.

#### **9. Fones Alley Improvement Discussion**

Mr. Everett reported that he had inspected Fones Alley to see if it conformed to the requirements to change a two-way street to a one-way street, and it did conform. He stated the next step would be to engage the abutting properties to discuss the change. Ms. Personeus stated she would contact the abutting properties personally to discuss the Fones Alley Improvement plan, and report back to the Board with feedback.

## **10. Merchant Report**

Ms. Mardo reported that Mr. Smiley had resigned his position with the City shortly after she had a lunch meeting with him, and no replacement had been named at this time.

## **11. Other Business**

Mr. Dahlberg reported the Insomnia Cookies license hearing public announcement incorrectly stated the applicant was looking for an extension of the closing time to 4AM instead of 3AM. He mentioned that they would appreciate positive support at the hearing.

Mr. Greisinger reported that 249 Thayer is in an appeal period due to Mr. Bronhard and Mr. Grant Dulgarian filing an appeal against the current building design.

Mr. Greisinger reported that the 183 Angell property that redevelopment is on hold waiting 30 days for existing tenants to move.

Mr. Dahlberg reported the Brown University-owned interim commercial parking lot on Brook Street will be opening within the month and will be managed by Urban Parking through Marsella. The lot will be manned and accept payment by credit card only. The entrance and exit gate will be on Cushing Street. The lot will hold approximately 75 vehicles.

There being no further business, the meeting was adjourned at 10:34 AM.